

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.03
THE WILLIAM MACDONALD SEED CO.

Exclusive Flower Seed Growers

SANTA MARIA, CALIFORNIA

OVER THIRTY-NINE
YEARS IN THE
SEED BUSINESS

CALIFORNIA'S
BEST
FLOWER SEEDS

AUGUST 22, 1939

GENTLEMEN: SUBJECT: NEW CROP LARKSPUR

LATE SUMMER AND EARLY FALL USUALLY BRING NEW SEED DEMANDS, AND YOU HAVE PROBABLY ALREADY HAD MANY INQUIRIES FOR NEW CROP LARKSPUR. WE ARE ENCLOSING A COMPLETE LISTING OF OUR LARKSPUR VARIETIES WHICH WILL BE READY FOR DELIVERY ABOUT THE FIRST WEEK IN SEPTEMBER FROM 1939 HARVEST.

FOR YOUR PARTICULAR FLORIST CUSTOMERS, WE RECOMMEND OUR "COCKADE" GROUP OF VARIETIES. CLOSELY COMPACT PLANTS, WITH LONG BASE BRANCHING SPIKES AND LARGE DOUBLE FLORETS ARE TYPICAL OF THE COCKADE GROUP.

IF THE WEATHER IS EXCESSIVELY WARM IN YOUR PART OF THE COUNTRY AT PLANTING TIME, WE SUGGEST THAT YOU PLACE THE SEEDS IN A REFRIGERATOR FOR 24 TO 48 HOURS. WE FIND THAT THIS ALWAYS INDUCES A QUICKER AND HIGHER GERMINATION IN LARKSPURS AND DELPHINIUMS.

USE THE ENCLOSED SHEET AS AN ORDER BLANK AND LET US BOOK YOUR LARKSPUR REQUIREMENTS NOW. DELIVERY WILL BE MADE EARLY IN SEPTEMBER FROM FRESH, HIGH GERMINATING SEEDS.

YOURS VERY TRULY,

THE WILLIAM MACDONALD SEED CO.

WM J
ENC

FIRM..... DATE.....

CITY..... STATE.....

| <u>QUANTITY</u> | <u>PRICE</u> | |
|--|--------------|------|
| LARKSPUR COCKADE TYPE (MACDONALD) | .OZ | .LB |
| BLUE COCKADE, RICH LILAC BLUE | .40 | 5.00 |
| CINNABAR COCKADE, BRILLIANT ROSE RED | .40 | 5.00 |
| ROSE COCKADE, SALMON ROSE | .40 | 5.00 |
| SAPPHIRE COCKADE, DEEP LILAC | .40 | 5.00 |
| VIOLET COCKADE, RICH VIOLET PURPLE | .40 | 5.00 |
| WHITE COCKADE, PURE WHITE, GOOD DOUBLE | .40 | 5.00 |
| COCKADE EXQUISITE MIXED, ABOVE VARIETIES | .35 | 4.50 |

LARKSPUR GIANT IMPERIAL

| | | |
|---|-----|------|
| APPLE BLOSSOM, BLUSH WHITE, DWARF HABIT | .30 | 4.00 |
| BLUE BELL, MID BLUE | .30 | 4.00 |
| BLUE SPIRE, DARK BLUE | .30 | 4.00 |
| CATTLEYA, LATE FLOWERING ROSY LILAC | .30 | 4.00 |
| CARMINE KING, ROSY CARMINE | .30 | 4.00 |
| CORAL KING, BLUSH WHITE | .30 | 4.00 |
| DAINTINESS IMPROVED, DEEPER LAVENDER BLUE | .40 | 5.00 |
| DAZZLER, EARLY FLOWERING BRIGHT CARMINE | .30 | 4.00 |
| EXQUISITE PINK IMPROVED | .30 | 4.00 |
| EXQUISITE ROSE, ROSE PINK | .30 | 4.00 |
| GLORIA IMPROVED, DEEP ROSE ON SALMON | .30 | 4.00 |
| LILAC QUEEN, RICH LILAC TO LAVENDER BLUE | .30 | 4.00 |
| LILAC SPIRE, LILAC | .30 | 4.00 |
| LOS ANGELES, SALMON ROSE | .30 | 4.00 |
| MISS CALIFORNIA, SALMON PINK | .30 | 4.00 |
| SWEET LAVENDER, LIGHT LAVENDER BLUE | .30 | 4.00 |
| THE EMPRESS, ROSE PINK SHADED SALMON | .30 | 4.00 |
| WHITE KING, PURE WHITE | .30 | 4.00 |
| WHITE SPIRE, PURE WHITE | .30 | 4.00 |
| EXQUISITE MIXED, HAND BLENDED | .30 | 3.50 |
| CHOICE MIXED, FIELD GROWN | .20 | 2.50 |

LARKSPUR TALL BRANCHING STOCK FLOWERED

| | | |
|----------------|-----|------|
| ACERATHUM BLUE | .15 | 1.80 |
|----------------|-----|------|

